

ABSTRACT

The present invention is directed to the provision of a liquid crystal display apparatus that can produce a  
5 bright display state without utilizing birefringence.  
The liquid crystal display apparatus according to the present invention includes a first substrate, a second substrate, a reflective polarizer, mounted on the first substrate and having a first transmission axis and a  
10 first reflection axis at right angles to each other, for transmitting linearly polarized light vibrating in a plane parallel to the first transmission axis and for reflecting linearly polarized light vibrating in a plane parallel to the first reflection axis, a polarizer,  
15 mounted on the second substrate and having a second transmission axis, for transmitting linearly polarized light vibrating in a plane parallel to the second transmission axis, and a liquid crystal layer, provided between the first and second substrates, having a first  
20 mode which causes the direction of polarization of incident light to change by utilizing birefringence and a second mode which does not utilize birefringence and therefore does not cause the direction of polarization of incident light to change, wherein a display state is  
25 switched between a bright display state and a dark display state by applying a voltage to the liquid crystal layer, and the bright display state is produced by driving the liquid crystal layer in the second mode.